

Growing in Lake Park

*Village of Lake Park
Economic Development Commission
Meeting Minutes:
Thursday, September 15, 2016
Lake Park Community Center*

Attendees: Kristen Bowman, Sandy Coughlin, Sharon Williams, Brett Medlin

Guests: None

Absent: Doug Lucas

Call to order & Prayer: Sandy called the meeting to order at 6:31 pm and Brett offered a prayer.

Minutes, Announcements & Finance: The minutes of the August 18 meeting were approved as emailed in August. The 2016-17 budget balance as of August 31 is \$8500. Once the web developer's \$190 payment clears, the balance is \$8310.

Public Comment: None.

Agenda Change: Added Chamber of Commerce items to New Business.

Council Comment: Today is Alzheimer's Awareness Day. Council mailed questions arising from Indian Trail's Faith Road Extension study to Adam McLamb, Indian Trail's Engineering Project Manager, within the public inquiry period, asked for study of the impact on Faith Road northeast of Hwy 74 and asked to be notified of public meetings on the Extension.

The Extension would start at Hwy 74 where Faith Church Road currently enters the Harris Teeter Distribution Center, through the planned Sagebrush Development in Indian Trail and ends at Potter Road, at Beulah Road. NC DOT's trend toward installing intersections which forbid left turns will apply to the intersection of Faith Church Road and Hwy 74. Such plans require vehicles to turn right, merge into a left lane and make a U-turn instead of making a left turn at the intersection. This may modify traffic volume; but remains to be seen, depending on the nature of Faith Church Road traffic.

Commissioner Update:

A. Networking Calls: Sandy, Sharon and Kristen have made first calls to local businesses, using the questionnaires and giving the certificates. Completed: Carlinis CPA, Katrina Fisher LCCSW, and TMC. Bellasera Bistro is partially complete.

- a. Visits should be completed promptly before the next meeting so that organizations will not be taken by surprise when another organization presents a certificate to be redeemed. Keep visits short (20 mins).
- b. Brett and Kristen support Sharon's idea that calls should be made monthly beginning with the certificate distribution interviews now begun. We will review visit frequency upon completion of the calls in this month's certificate/questionnaire project.

Old Business:

- A. Commercial Enhancements:** Sandy has reviewed Sharon's photos of maintenance issue and will send a revised letter to the Commissioners before mailing to Town Center's maintenance company. (A certificate will be mailed to the owners as well as the management companies. Even if they do not redeem them, it emphasizes the positive support the Village is offering the Town Center businesses).
- B. Town Center Leasing Update:** Sharon is aware of two prospective food vendors have been shown the Meeting Street bakery space. No specific update on a definite new tenant nor any specific update on future changes to the 2nd floor at this time. Painting the Park opened and has had full capacity for some of their events.
 - a. Business cards collected at the networking visits might be put in the kiosk.
- C. mylakeparknc.com commercial website:** Kristen has not received response from James Smetana to her setting up the transfer of the domain name ownership to the EDC. Sandy will look into having a letter sent from the village attorney. In the meantime Kristen does have access and has begun making desired changes. Information that the commissioners gather on the questionnaires during our network visits will support her efforts.
- D. Decorative Directional Signs:** Ron Oxford has completed Phases I and II. Brett made the motion to pay the \$4899.83 invoice pending the last tour of the signs tonight and providing that amount matched the quote. Kristen seconded. Vote passed 3-0.
 - a. Discussion of the sign content for the blank post discovered this month on Faith Church Road at Conifer is tabled for the next meeting so we can make the tour before dark during this meeting.
 - b. Sandy verified that \$4899.83 matched the April 29 2016 email from Ron Oxford that revised Phase I and II quotes after the original contract had been decided. The revision only added sales tax to comply with a recent change in NC state law.

New Business:

- A. Union County Chamber Map:** Sharon made a motion to confirm that we decline advertising in the map, in lieu of creating a Lake Park map. Kristen seconded. Passed 3-0. The map project will be added to the October agenda.
- B. Networking Workshop:** Sustaining business in an uncertain economy and keeping good employees are possible topics. Workshop planning is tabled to the October meeting.
- C. Porter Ridge Band Sponsor:** Lori Chavis confirmed receipt of the ad content we provided Aug 18. The payment form specifies a \$100 full inside page because the back cover was already taken.
- D. Union County Chamber Membership:** Sharon made a motion to renew our membership for \$300. Brett seconded. Passed 3-0.
- E. Fall Festival:** Sharon suggested that the EDC have a booth at the October 15 festival, and that she could help cover the booth if it is located on Meeting Street near her booths for Arbonne and for Total Tranquility.

- a. Kristen offered to reserve the booth with HOA, to contact Doug about a tent and table and to help occupy the booth.
- b. Brett offered to help with setup and be in the booth til noon.
- c. Sandy committed to cover the booth from noon til teardown and to provide mints.
- d. Sharon offered to assemble and print a survey, provide pens, and the EDC banner. Sandy will email a survey format to Sharon to adapt to Festival visitors.
- e. Set up begins at 7 am. Festival runs from 10-5pm.

Communication:

Email or phone news items to Sandy before September 16 *Villager* deadline. The issue can be on www.lakeparknc.gov and in homes by 9/22. October deadline: 10/14.

Next Meetings: Thursday, October 27, 2016 at Community Center/Town Hall.

Agenda Items:

1. Mylakeparknc.com
2. Network Certificate Call Progress
3. Plans for Workshop, Community Map

Thursday, November 17, 2016 at Community Center/Town Hall.

Venue Change: The commissioners left the Community Center to tour the signs at 7:45pm

Adjournment: Upon completion of the tour, the meeting adjourned at 8:07pm.